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THE BAGLEY SIGNAL

W. W. BAGLEY & SONS

MARTINDALE, TEXAS

VOLUME NO. 17

1940-41 SEASON



CELEBRATING OUR 25th Anniversary



W. W. BAGLEY — Founder, Breeder and Grower, as He Appears Today.

THE DEVELOPMENT OF A PROFITABLE COTTON

Since the beginning of time man has been fortunately blessed with the insatiable desire of bettering himself and his surroundings. The power and foresight enabling man to change things to best fit his needs is his greatest asset insofar as progress is concerned. Forging ahead at a rapid pace has brought on the Age of Specialization.

Pioneers in every field of industry are certainly to be complimented on their rugged perseverance in solving the difficult problems by which they were confronted and by laying the foundations on which future accomplishments could be made either by themselves or their successors.

It is with great pleasure to announce that W. W. BAGLEY & SONS are this year celebrating their 25TH ANNIVERSARY of Plant Breeding. A quarter of a century ago, W. W. BAGLEY SR., realizing the potentialities of cotton, set about to develop a better and a more profitable cotton. Having been born and reared in the shadow of a cotton stalk and lived on a farm all his life he had spent many years of observation and noted that many important features were semi-dormant or in other words had not been brought out to the fullest extent in any cotton existing at that time. Mr. Bagley started out in his breeding experiments determined to breed into his cotton those valuable features that would help him to make more money from his own personal crop. This was his sole aim in the beginning. At the outset and all along throughout the years many difficulties were encountered and many situations arose which seemingly could not be solved but by adhering to the policy that success comes from 99% perspiration, progress was steadily made.

Special attention was first directed toward the three all-important features — "Production," "Lint Turn-out" and "Staple." During his first experimental years of breeding cotton Mr. Bagley satisfied his own mind that he could lengthen and strengthen the staple and bring about a greater degree of uniformity and at the same time still maintain a relatively high lint per cent. Of course, all along he did not lose sight of the production per acre and all three of these characteristics were properly combined to bring about a balancing effect. Thousands of individual bolls and stalks were tested each year and by constant hybridization work and careful selection Mr. Bagley realized, after several years, that his goal was being gradually accomplished and his ideal cotton was beginning to take form. It was making him more money per acre on his own farm.

One by one each of the other good features incorporated in the BAGLEY PEDIGREED

COTTON of today were slowly and efficiently brought out. Special emphasis was placed on the long, short-jointed fruiting branches—the large, drooping, five-lobed bolls that are easy to pick—the deep, penetrating root system and storm resisting feature—early maturity and adaptability to different soils—and the varietal purity. As these were being developed special care was exercised that the three main features of Production, Staple and Lint Turn-out were maintained at the same high level.

In a few years after this new strain of BAGLEY COTTON began to show up in the field, at the gin and on the market, farmers of surrounding communities began purchasing all the surplus seed Mr. Bagley could produce. They, too, received more dollars per acre for their BAGLEY PEDIGREED COTTON and the demand for these seed was becoming greater each year.

In 1926 Mr. Bagley's two sons became actively engaged with him in the further development of their cotton and their offices and main warehouses were established in Martindale, Texas, to take care of the rapidly growing demand for BAGLEY PEDIGREED COTTONSEED. Each year the demand is greater than the supply and this fact certainly bespeaks the quality seed sold by W. W. BAGLEY & SONS. Continuous improvement is still being made on the Bagley Cotton Plant each season and it is fast becoming known as "The Perfectly Balanced Variety."

Mr. Bagley began breeding cotton with the sole idea of making more money out of his own personal crop and now, he is happy to say, that by following his chosen field of labor he is in position to help other cotton growers make more money out of their crop.

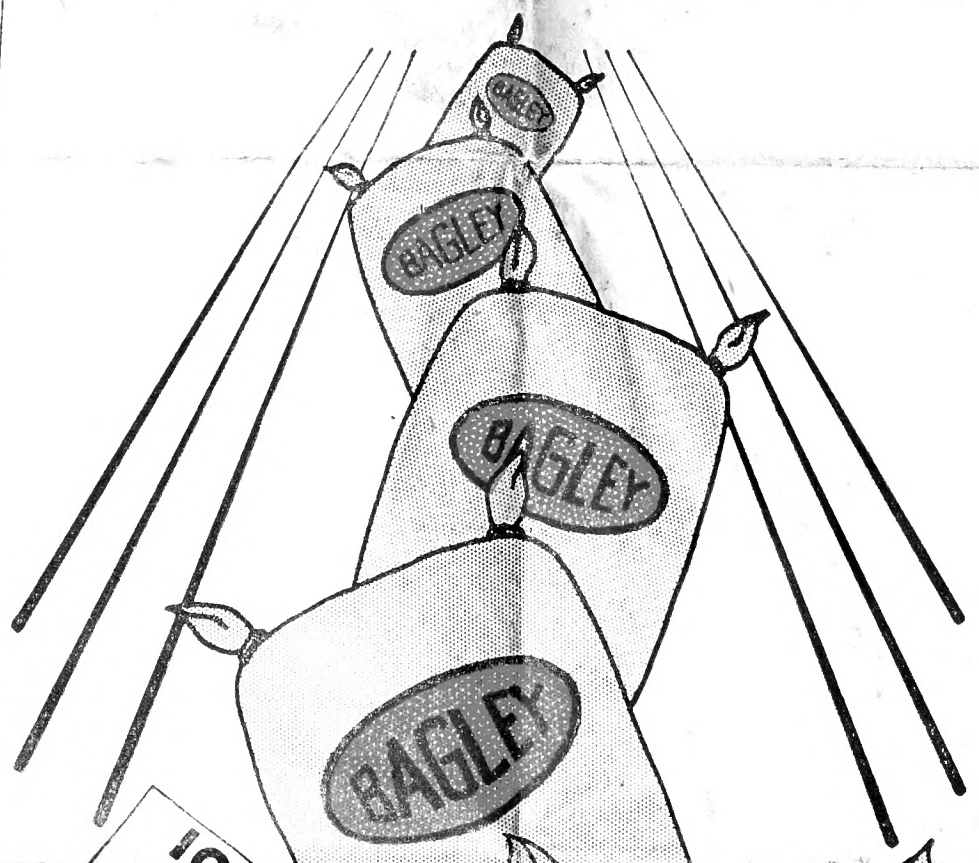
60% AHEAD

A recent check-up of our records reveals that bookings are 60 per cent ahead of last year. This means that more growers are booking their orders earlier in anticipation of the heavier demand for good seed. Also it means our supply will be cut down more rapidly and you will be using wise judgment in placing your order with us at the earliest possible date to make sure of getting your supply of BAGLEY PEDIGREED SEED. Order Blank is on last page of this folder for your use.

NOT ONE BUSHEL RELEASED UNTIL FULLY SATISFIED THAT WE HAD A COTTON POSSESSING SUPERIOR FEATURES



DIRECT FROM OUR WAREHOUSE TO YOU



10 to 20%
PER ACRE

40 to 42%
LINT

1 to 1 1/8"
STAPLE

3 BU
NEWEST IMPROVED
PEDIGREED
BAGLEY
BETTER
COTTON SEED
SELECT SEED
BRED AND GROWN BY
W.W. BAGLEY & SONS
COTTON BREEDERS
MARTINDALE, TEXAS

ENGAGED A QUARTER CENTURY IN BREEDING A BETTER COTTON

Twenty-five years ago the first selections and early experimental work on Newest Improved BAGLEY PEDIGREED COTTONSEED was begun. For a Quarter of a Century the essential Breeding Technique of constant hybridization and careful selection has been carried on in a most thorough manner.

On this (our 25th birthday) when we pause and look back over each of our 25 years of Plant Breeding there are two comments uppermost in our minds: The first is "We feel that we have done the job well and to the best of our ability" and second "If we were to start over again 25 years ago today, we would use exactly the same procedure and breeding methods" as we do not believe they can be improved upon.

Just as the glass-less, square-bodied cars of earlier days appear obsolete by the side of the ultra-modern, sleek limousines of today, likewise the 1914 cottons were devoid of the perfectly balanced features incorporated in BAGLEY PEDIGREED COTTONSEED of today.

Even though the breeding of BAGLEY COTTON was started many years ago NOT A SINGLE BUSHEL WAS RELEASED until we were fully and unconditionally satisfied that we had a cotton of Superior Merits. To obtain these desirable Merits in the fullest degree required many years of patience, understanding, and honest, purposeful efforts.

WHEN THE FIRST BUSHEL OF BAGLEY PEDIGREED COTTONSEED WAS SOLD the QUALITY WAS THERE, and we have maintained and improved upon the quality ever since. These unsurpassed qualities present in BAGLEY COTTON are not merits received from idle hopes of the Breeder that he might plant in his field a superior cotton, nor from a season or two of attention in planting. Rather, they are the realization of botanical knowledge and practical experience focused on plant processes, urged on by man's keen longing for an ideal cotton of greater money-making ability.

In view of the fact that BAGLEY PEDIGREED COTTON was originally started and is presently being carried on from only one strain of cotton assures a plant which is a true holder of the qualities sought since only one ancestry type can present family traits in reversion. This is a primary reason why we can sell seed closer to the Breeding Block and offer a balanced and more uniform cotton. BAGLEY COTTON will retain a high varietal purity for several years if properly isolated from field mixture and provided no seed mixture is received at the gin.

In our thoroughly modern breeding procedure BAGLEY PEDIGREED SEED are DOUBLY TESTED annually. They are Double-Tested as to production, Lint Turn-out and Staple. The Breeding Plots and Multiplying Blocks are tested by individual stalks, then in family style. In this manner only the

best of Families are retained and we are able to check more accurately and thoroughly the development of our cotton.

Some varieties produce a long staple, others may produce a good lint turn-out and some produce large yields with "inferior" staple. While there are other varieties that are adaptable to only certain types of soil.

In our Newest Improved BAGLEY PEDIGREED SEED you have all the good features bred into the seed that help you to grow a money-making crop. When you plant BAGLEY SEED you have a seed that have bred into them a good lint turn-out, usually averaging 40 per cent and better, depending on weather conditions and soil. A seed bred with a large boll and a heavy producing plant. A seed bred with a long, even fiber that will bring top market price. A seed that is not partial to any particular section, but will give good returns on any soil that will grow cotton.

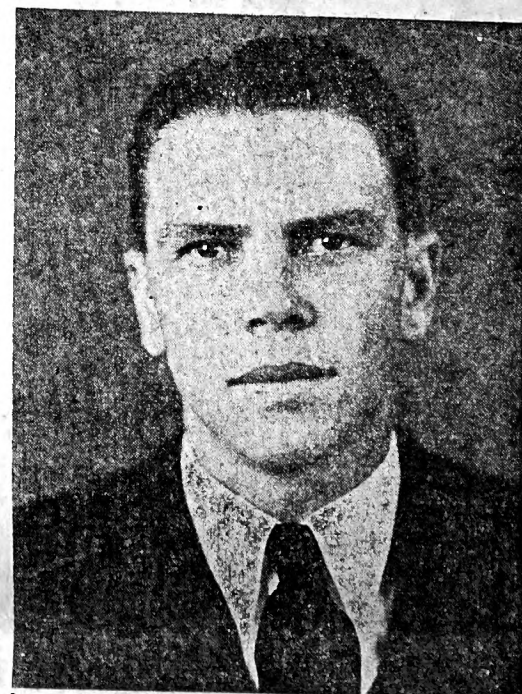
A visit to the Breeding Farms owned by W. W. BAGLEY & SONS reveals the proportions of their endeavors. Highly gratifying are the rows and rows of cotton plants holding for onlookers the result of their sagacity, patience and work. No less engaging is a visit to the Bagley Offices and Main Warehouses located on State Highway No. 80 in Martindale, Texas. It is here that Bagley & Sons meet their friends and guests and talk to them about their obsessing interest, "Cotton Breeding."

REMEMBER

The Original and Genuine BAGLEY PEDIGREED COTTONSEED are bred, grown and sold only by W. W. BAGLEY & SONS, MARTINDALE, TEXAS. Accept no substitutes... Order direct from the Originators and Breeders to be sure you get pure seed and full value for your money. Every bag we ship bears our trademark for your protection.



W. W. BAGLEY, JR.



D. R. BAGLEY

1915

W.W. BAGLEY & SONS

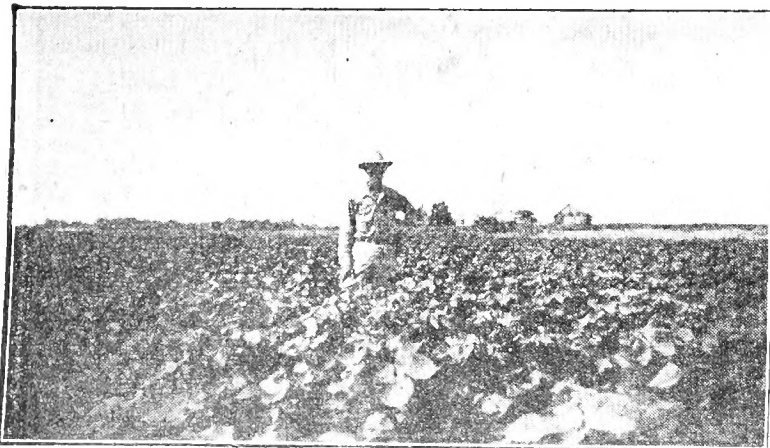
MARTINDALE, TEXAS

1940

WHAT OTHERS SAY

HUNDREDS OF VOLUNTARY TESTIMONIALS RE-AFFIRM AND TESTIFY TO THE FACT THAT BAGLEY PEDIGREED COTTONSEED ARE NETTING GROWERS GREATER RETURNS PER ACRE

Extra Lint Per Cent — Better Price for Staple



J. E. HINDMAN
W. W. Bagley & Sons,
Martindale, Texas.
Dear Sirs:
I am getting an extra lint per cent at the gin and a better price for my BAGLEY COTTON in Terrell because of the longer staple. Other farmers are getting interested.
Yours truly,
(Signed) J. E. Hindman,
Route 1, Terrell, Texas.

Arkansas Growers Switch to Bagley Cotton

W. W. Bagley & Sons,
Martindale, Texas.
Dear Sirs:
I think people here are getting wise to BAGLEY being the best cotton. They are dissatisfied with the cotton.
Yours truly,
(Signed) J. W. White,
Bigelow, Ark.

1160 Lbs. Seed Cotton—510-Lb. Bale



BROWN SMITH
W. W. Bagley & Sons,
Martindale, Texas.
Dear Sirs:
Your seed were good this year. The turn-out was extra good. I carried 1160 lbs. to the gin and got a 510-lb. bale.
We were well pleased. Found your seed everything you claim them to be and expect to plant them exclusively in this year's crop.
Yours very truly,
(Signed) Brown Smith,
Gen. Del., Plano, Tex.

All Are Pleased With Bagley Cotton Here



W. N. EUBANKS
W. W. Bagley & Sons,
Martindale, Texas.
Dear Sirs:
All are pleased with BAGLEY COTTON here. 1360 lbs. seed cotton is making from 561 to 570-lb. bales.
Yours truly,
(Signed) W. N. Eubanks,
Route 1, Mexia, Tex.

Bagley Cotton Makes Good Yield, Good Turn-Out and Good Staple in Alabama

W. W. Bagley & Sons,
Martindale, Texas.
Gentlemen:
This is the third order I have sent you for cottonseed.
Your cotton yields well and makes a good turn-out at the gin; also a good staple.
I would not plant any other seed but yours as long as I can get them.
(Signed) J. C. Finnell,
Buhl, Alabama.

Makes Over Three Bales From Only One Sack

W. W. Bagley & Sons,
Martindale, Texas.
Gentlemen:
I bought a sack, 3 bushels, of your BAGLEY BETTER PEDIGREED COTTONSEED this year and planted 4 acres. I have picked 3 bales of cotton off of the 4 acres and will get a remnant.
First seed cotton—1420—lint 585.
Second seed cotton—1330—lint 573.
Third seed cotton—1320—lint 562.
Am sending an order for more BAGLEY SEED.
(Signed) R. R. Rand,
Personville, Texas.

Gets a Better Turn-Out From Bagley Seed Than Any Other

W. W. Bagley & Sons,
Martindale, Texas.
Dear Sirs:
I like the BAGLEY SEED fine. I get a better turn-out with BAGLEY SEED than any seed I have ever tried.
I want to place my order for three bushels to be delivered to me October 15th, 1939.
Yours truly,
(Signed) S. C. Winslett,
Route 2, Coleman, Tex.

You Have a Great Cottonseed

W. W. Bagley & Sons,
Martindale, Texas.
Dear Sirs:
You have a great cottonseed. Book my order for 3 bushels, to be shipped about March 15th. Let me know if I can get them.
(Signed) D. C. Johnson,
Rt. 3, Box 38,
Longview, Texas.

Wouldn't Plant Any Other Variety

W. W. Bagley & Sons,
Martindale, Texas.
Dear Mr. Bagley:
I have twenty-seven acres of BAGLEY COTTON. Wouldn't plant anything else. It's the best all 'round cotton I ever planted. One of my friends came to me and asked me what was the best cotton to plant. I told him BAGLEY. I gave him an order blank and he ordered one sack from you.
(Signed) J. M. Clark,
Route 3, Box 78,
Aho, Texas.

Makes \$105.00 More on 3-Bu. Sack Bagley Seed

W. W. Bagley & Sons,
Martindale, Texas.
Gentlemen:
I am glad to give you a report on test made last season with BAGLEY and two other varieties of cotton. I had three blocks of five acres each and planted 3 bu. of BAGLEY REGISTERED COTTONSEED on one five-acre block and 3 bu. each on the other two blocks of the best seed from the breeders of two other leading varieties of cotton. My BAGLEY COTTON made 2994 lbs. lint cotton from 7050 lbs. seed cotton on the five acres, which is better than a bale per acre. My other cotton on each of the five-acre blocks made a few pounds more than 1700 lbs. of lint cotton. The BAGLEY made nearly twice the yield as my other cotton and I figure my BAGLEY COTTON made me \$35.00 more per bu. (or \$105.00 more on the 3-bu. sack) than the other varieties.
Yours very truly,
(Signed) J. J. Hedding,
R.F.D. No. 7,
Canton, Texas.

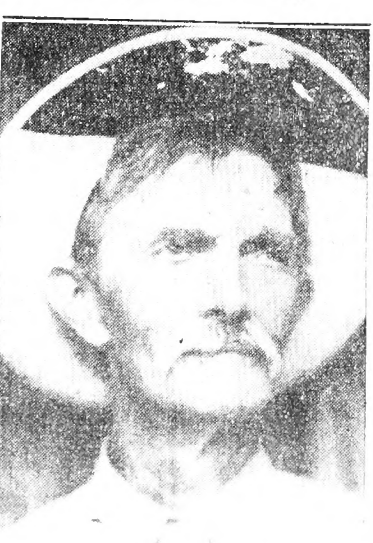
Makes 8 Bales on 6 Acres — Bolls Take Prize at County Fair

W. W. Bagley & Sons,
Martindale, Texas.
Dear Sirs:
Just wanted to write you about my experience with BAGLEY COTTONSEED as compared with other varieties.
I had 6 acres of BAGLEY COTTON and made 8 bales. I planted and right by the side of my BAGLEY and gathered only 8 bales from 12 acres of of and 2 bales from 4 acres of My BAGLEY BOLLS brought first prize at the County Fair.
(Signed) T. H. Vice,
Bedias, Texas.

Bagley Staple Pulls 1 1/8" in Government Test

W. W. Bagley & Sons,
Martindale, Texas.
Dear Sirs:
I want to write you and tell how pleased I am with your cotton. I had nine government tested and it pulled 1 1/8". That is the best staple around here. Everyone is wanting to buy seed.
The Blooming Grove Fair is to be held Sept. 30th, Oct. 1st and 2nd. I just wondered if you would fix a booth and let me sell the seed on a commission for you. I have quite a few friends that want them. Let me know soon what you will do about this.
I want you to send 6 bushels of your best seed.
Yours truly,
(Signed) Earl Hammonds,
Frost, Texas.

Your Cotton Is All You Claim It To Be



J. B. THOMPSON
W. W. Bagley & Sons,
Martindale, Texas.
Dear Sirs:
I am well pleased indeed with the seed I bought from you last year. I had five acres in cotton, by government measure, and gathered five bales averaging over five hundred pounds per bale.
You are at liberty to use this letter in any way you wish to. Your cotton is all you claim it to be.
Very respectfully yours,
(Signed) J. B. Thompson,
Rt. 1, Montalla, Texas.

Makes Over Bale Per Acre in Spite of Drought

W. W. Bagley & Sons,
Martindale, Texas.
Gentlemen:
Last year was my first year to grow BAGLEY COTTON and I found it to be the best cotton I had ever grown. It was a very dry season, but I made an average of over a bale per acre anyway. I received 43% turn-out at the gin and my ginner tried to buy all my seed to plant on his farm. My cotton brought the top price on the market. I am planting all BAGLEY this year as it stands the drought better than any cotton and is the easiest to pick and makes more money per acre.
Yours very truly,
(Signed) M. W. Wallace,
Rt. 3, Wills Point, Tex.

1200 Lbs. Seed Cotton Makes 500-Lb. Bale

W. W. Bagley & Sons,
Martindale, Texas.
Gentlemen:
I am very much pleased with your cotton. I have just planted it one year, but I like the turn-out so well I want to plant it again this year.
I had 1200 lbs. of seed cotton and got a 500-lb. bale of lint and I found it easy to pick.
Yours truly,
(Signed) T. W. Carroll,
Rt. 2, Edgewood, Tex.

Best Cotton Ever Planted



W. L. BARNES
W. W. Bagley & Sons,
Martindale, Texas.
Dear Sirs:
Please send me five sacks instead of four sacks of your BAGLEY PEDIGREED COTTONSEED. I think you have the best cotton I ever planted. I made 40% lint on an average all Fall.
As ever your friend,
(Signed) W. L. Barnes,
Route 2, Frisco, Texas.

Lists Turn-Outs From Bagley Cottonseed

W. W. Bagley & Sons,
Martindale, Texas.
Gentlemen:
I am listing below some turn-outs I have received from my BAGLEY COTTON—
Four bales from my farm in Trinity River Bottom:
1250 lbs. seed cotton—bale weighed 534.
1250 lbs. seed cotton—bale weighed 533.
1355 lbs. seed cotton—bale weighed 576.
1400 lbs. seed cotton—bale weighed 587.
Two bales from my sand farms:
1380 lbs. seed cotton—bale weighed 553.
1406 lbs. seed cotton—bale weighed 560.
Yours very truly,
(Signed) L. H. Colbert,
Oakwood, Texas.

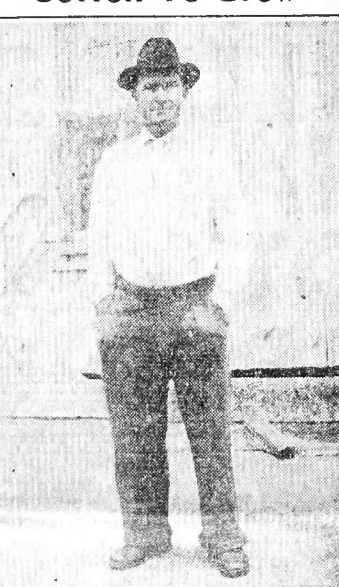
Bagley Cotton Stands Drought Better

W. W. Bagley & Sons,
Martindale, Texas.
Dear Sirs:
BAGLEY COTTON has withstood this long, continued drought better than any other cotton. Making a good gin turn-out and also an inch staple. We have had eleven weeks drought.
As ever your friend and booster,
(Signed) Stephen J. Cook,
Rt. 1, Jacksonville, Tex.

Your Seed Are the Best

W. W. Bagley & Sons,
Martindale, Texas.
Dear Sirs:
Make my order for six bushels instead of three. I have planted your seed for four years and have found them to be the best. Please ship my seed 1st of March.
Your customer,
(Signed) W. W. Edwards,
Rt. 3, Kaufman, Tex.

Bagley Is The Best Cotton To Grow



JOHN JANYSEK
W. W. Bagley & Sons,
Martindale, Texas.
Dear Sirs:
Enclosed you will find check covering my seed.
I will plant most of my field in BAGLEY COTTON, as it is the best cotton to grow.
Yours truly,
(Signed) John Janysek,
Star Route,
Helena, Texas.

Best Cotton Ever Planted



W. L. BARNES
W. W. Bagley & Sons,
Martindale, Texas.
Dear Sirs:
Please send me five sacks instead of four sacks of your BAGLEY PEDIGREED COTTONSEED. I think you have the best cotton I ever planted. I made 40% lint on an average all Fall.
As ever your friend,
(Signed) W. L. Barnes,
Route 2, Frisco, Texas.

Recommends Bagley Cotton to All Farmers on All Types of Soil

W. W. Bagley & Sons,
Martindale, Texas.
Gentlemen:
Six years ago in trying to find the best cotton for all types of soil, I planted BAGLEY COTTONSEED and seed of two other varieties and since that time I have had tests of BAGLEY with other varieties and have found to my full satisfaction that BAGLEY COTTON makes the greatest yield per acre, has stood the worst droughts and is storm proof. I am getting the best turn-out at the gin, 1100 lbs. seed cotton making me around 500-lb. bales, and the BAGLEY COTTON makes a fine sample to sell by and I am getting the top price for my cotton. BAGLEY is now the only cotton grown on my farm, and I can recommend it for all types of soil and in my opinion no farmer can make a mistake in planting BAGLEY COTTONSEED.
Yours very truly,
(Signed) A. B. Wilson,
R.F.D. No. 3,
Wills Point, Texas.

Bagley Cotton Turns Out 77 More Pounds of Lint Per Bale Than Another Variety

W. W. Bagley & Sons,
Martindale, Texas.
Gentlemen:
Please send me another sack of your BAGLEY COTTONSEED. My friend wants to try your cotton out too. I told him how good it was, for I have tried it out with yours. Your seed turned out 77 more pounds lint than I did on a bale of seed cotton. My seed cotton weighed 1206 pounds and my bale weighed 535 pounds.
(Signed) Emil P. Mueller,
Route 1, Box 235,
Burton, Texas.

Likes Bagley Seed Best

W. W. Bagley & Sons,
Martindale, Texas.
Dear Sirs:
I am sending my order for six bushels of your good cottonseed. I think you have the best cottonseed I ever planted. You may send my order the first of March.
Thanks.
(Signed) W. M. Sawyer,
Route 4, Box 90,
Brownwood, Texas.

Bagley Cotton Has Best Staple in Dry Section

W. W. Bagley & Sons,
Martindale, Texas.
Dear Sirs:
All who planted BAGLEY SEED in the Terrell community are well pleased with it.
I sold two bales of my BAGLEY COTTON to the Government Buyer, and he said the government would like to buy two million bales of that cotton. He said it was the best staple in this dry section.
Yours truly,
(Signed) W. R. Vaughan,
Royse City, Texas.

Dry Weather Fails to Affect Bagley Turn-Out

W. W. Bagley & Sons,
Martindale, Texas.
Gentlemen:
Most everyone likes the BAGLEY COTTON here.
Just yesterday I ginned right behind a bale load of snapped cotton with 2100 lbs. seed 870 lbs., bale weighed 515 lbs. My BAGLEY snapped 1600 lbs., seed 800 lbs., bale 515 lbs. These records are at the Farmers Gin Co., under date of 9/19/39.
It has been dry here this season. In fact the driest in several years.
Yours truly,
(Signed) C. D. Spelce,
Byers, Texas.

Likes To Pick Bagley Cotton

W. W. Bagley & Sons,
Martindale, Texas.
Gentlemen:
I am enclosing my check to cover my order of six bushels of your PEDIGREED PLANTING SEED.
I am looking forward to another good crop with BAGLEY COTTON. We like to pick in BAGLEY COTTON and like the way it fruits too.
I thank you.
Very sincerely yours,
(Signed) Wilson H. Wieting,
Rt. 1, Marlin, Texas.

A Bale Per Acre

W. W. Bagley & Sons,
Martindale, Texas.
Dear Sirs:
I am writing you in regard to your seed. My BAGLEY made the best cotton I have this season. I picked one bale of BAGLEY, 1480 pounds seed cotton and a bale weighed 678 pounds. It made a bale to the acre. The balance made one-fourth of a bale to the acre. I like your seed fine and will back them all I can.
Yours truly,
(Signed) W. R. Jones,
Millersville, Texas.

Favorable Results From Bagley Pedigreed Cottonseed

W. W. Bagley & Sons,
Martindale, Texas.
Gentlemen:
Attached you will find three orders for one sack each. These three men report very favorable results from your cotton this past season — by far out-yielding the cotton adopted here — better yield per acre, much better lint turn-out, better grade and staple.
Yours truly,
(Signed) Pat Mitchell,
Haskell, Texas.

You Don't Have to Talk for Your Seed — They Speak for Themselves

Dear Mr. W. W. Bagley & Sons:
I am writing you in regard to your BAGLEY SEED. I have used your pure-bred BAGLEY SEED for years. You don't have to talk for your seed — they speak for themselves. They do all you say about them and more too, out here on this poor land. There are none I have tried that can come up to them.
Very truly yours,
(Signed) Dock Thompson,
Rt. 2, Box 651,
Texarkana, Texas.

Tried Other Seed Then Turned Back To Bagley

W. W. Bagley & Sons,
Martindale, Texas.
Dear Sirs:
I must drop you a few lines about your cottonseed.
The seed came up to a good stand; every seed came up. I let my neighbors have a sack each and all came up good. Last seed I had from you made 42% lint. I tried other seed and now I turn back to BAGLEY.
Yours very truly,
(Signed) Oliver Driska,
Rt. 1, Granger, Texas.

Bagley Is Best Cotton in Oklahoma Neighborhood

W. W. Bagley & Sons,
Martindale, Texas.
Gentlemen:
I planted ten acres of BAGLEY COTTONSEED this year about May 15th. It is the best cotton in this neighborhood. I am showing it to all my neighbors.
Yours truly,
(Signed) J. C. Watson,
Rt. 1, Wilson, Okla.

Bagley Cotton Makes Good In Louisiana



D. L. WALDEN
W. W. Bagley & Sons,
Martindale, Texas.
Gentlemen:
Find enclosed my order for three bushels of your BAGLEY COTTONSEED.
I have planted several varieties of cotton, but I think the BAGLEY COTTON is the best all-round cotton I have ever planted.
I made 4 bales of BAGLEY COTTON this year with seed I grew last year. I want to give you my gin weights:
1360 lbs. seed cotton made 595-lb. bale.
1100 lbs. seed cotton made 495-lb. bale.
1300 lbs. seed cotton made 570-lb. bale.
1100 lbs. seed cotton made 525-lb. bale.
When this cotton was ginned it caused a great demand on me for my seed and lots of men are inquiring about how to get some of your seed.
I sent 160 large open bolls to the Sabine Parish Fair and it was the best cotton exhibited.
Yours for success,
(Signed) D. L. Walden,
Route 2, Box 89,
Many, Louisiana.

Likes Bagley Cotton Very Much

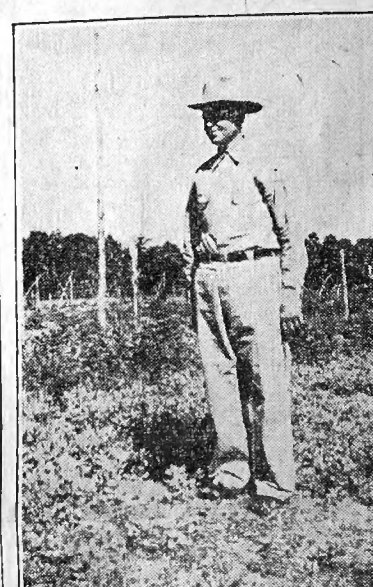
W. W. Bagley & Sons,
Martindale, Texas.
Dear Sirs:
I will drop you a few lines with my second order for BAGLEY COTTONSEED. I like them very much; I was glad you sent me an order blank, it reminded me an order early, as I sure want to plant BAGLEY COTTON.
Yours truly,
(Signed) W. H. Kizzie,
Route 2, Box 58,
Roby, Texas.

The Best Cotton I Have Ever Seen Growing



J. F. BROWN AND WIFE
W. W. Bagley & Sons,
Martindale, Texas.
Dear Sirs:
I would like to have the price on 100 bushels of seed at your plant. I think BAGLEY COTTON is one of the best cottons that I have ever seen growing.
Yours respectfully,
(Signed) J. F. Brown,
Route 3, Troup, Texas.

Likes Bagley Seed Fine—Places Standing Order



THEODORE BRINKMAN
W. W. Bagley & Sons,
Martindale, Texas.
Dear Friends:
I am sending you a standing order for 3 bushels of BAGLEY SEED. I have planted BAGLEY SEED for 2 years and like it fine and I will keep planting it for it is the best cotton I have ever grown.
Yours very truly,
(Signed) Theodore Brinkman,
Rt. 1, Caldwell, Tex.

The Best All-Round Cotton In This Section

W. W. Bagley & Sons,
Martindale, Texas.
Gentlemen:
Please ship my seed as per order. I was well pleased with my BAGLEY SEED and COTTON last year and believe it is the best all-round cotton grown in this section.
(Signed) G. W. Goodwin,
Route 4,
Wills Point, Texas

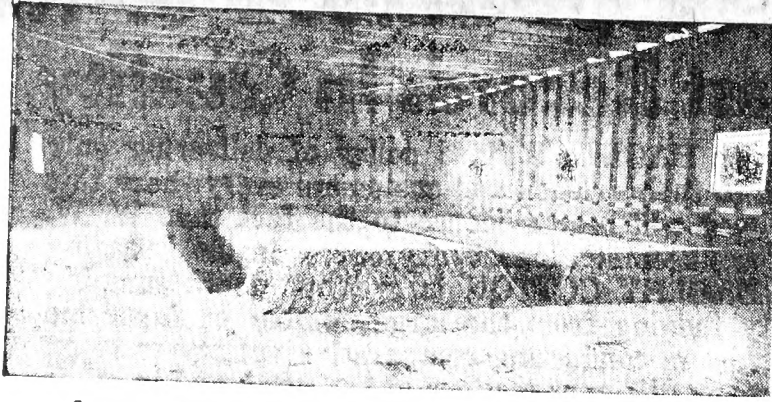
1200 Lbs. Seed Cotton Makes 530 Lb. Bale

W. W. Bagley & Sons,
Martindale, Texas.
Gentlemen:
I have grown your cotton two years and like it fine. It turns out well in the field and at the gin; I had 1200 lbs. seed cotton ginned and my bale weighed 530 lbs., and I like it fine.
(Signed) Charlie H. Reynolds,
Shelbyville, Texas,
Rt. 2.

FIGURE ON BIGGER PROFITS—WHEN YOU PLANT BAGLEY SEED

Bagley Pedigreed Cottonseed

ARE BRED TO MAKE YOU MORE DOLLARS ON EVERY ACRE
"Continuous Improvement Keeps BAGLEY PEDIGREED SEED Ahead"



All Seed Properly Cured

As Breeders of High Grade BAGLEY PEDIGREED COTTONSEED, we realize fully the vital importance of proper care and treatment of seed before offering them for sale. We know that every farmer wants seed of uniform size that plant easily, and are well cured and treated in order to get a better germination and stand.

BAGLEY PEDIGREED SEED are taken directly from the gin to our large, roomy seedhouses to be cured. All BAGLEY seedhouses are constructed especially for curing purposes and are equipped with ventilators which allow fresh air to circulate at all times, both above and below the seed. Large ventilators are built in the roofs and numerous windows create a constant draft of air throughout the building. Air passages underneath the floor also allow a continuous current of air to pass under the building keeping the seed as cool on the bottom as they are on top. While in the "green" state BAGLEY PEDIGREED SEED are kept well spread out and are turned almost continuously to prevent any heating. We take pride in the High Quality Seed that we ship and spare no expense or time in the necessary care and preparation of our seed.

QUALITY FIRST

VISITORS WELCOME

We invite, insist and urge that you visit our Breeding Farms, Offices and Warehouses located near Martindale, Texas. We sincerely wish it were possible for every Cotton Grower in the State to spend a day with us and go over our Breeding Farm from one end to the other so that we could show you each consecutive step we take in the breeding, growing and handling of our Newest Improved BAGLEY PEDIGREED COTTONSEED. We could show you the progress of our seed from the time we make individual stalk and boll selections until we produce BAGLEY PEDIGREED SEED for sale. You would then have a picture in your mind of the task we have selected and the continued process which we use in developing our seed. You would know the expense involved, the time and patience required to develop and improve the most highly-bred seed for cotton growers to plant.

We realize that it is practically impossible for every farmer to pay us a visit and for this reason we print folders like this one giving you a description of the inherent qualities of our BAGLEY PEDIGREED SEED and also we wish to let you know of the constant work we are carrying on in the Breeding Field.

The very first thing you would notice, upon visiting our Farm, is that we always hold quality and purity first. We never sacrifice quality in order to make cheaper prices. However, we breed, grow and handle our seed as economically as possible and pass this saving on to our customers. The price of BAGLEY PEDIGREED SEED is determined by the actual expense of breeding and growing the seed.

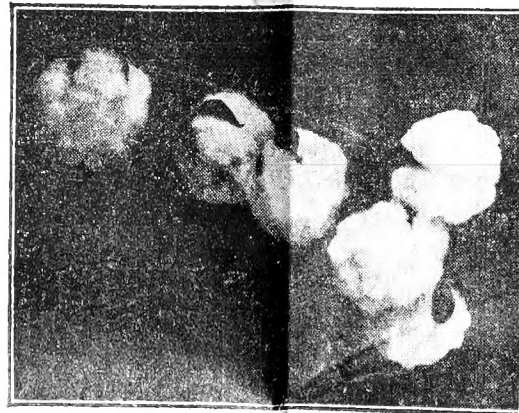


One of Bagley's Large, Drooping Five-Lock Bolls



Personal Supervision Means Better Seed

W. W. BAGLEY & SONS are shown above holding and inspecting some of those High-Producing, Money-Making BAGLEY PEDIGREED COTTONSEED bred with the sole idea of helping growers make more dollars and cents from their Cotton Crop.

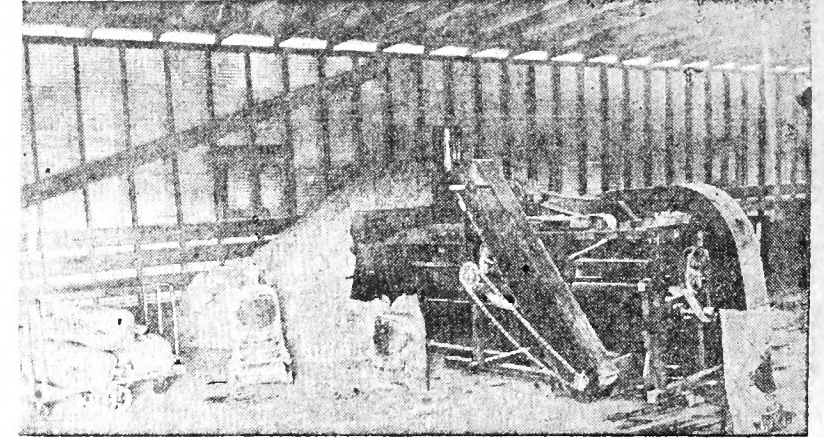


10 to 20% More Per Acre Than Ordinary Varieties

A GOOD Cotton Being Made BETTER Each Year

The efficient and painstaking manner in which BAGLEY PEDIGREED COTTON is being bred and grown each season accounts for its widespread endorsement and popularity among Cotton Growers everywhere.

Since the origination of BAGLEY COTTON it has been gradually growing in the favor of Cotton Growers until today it is recognized as "A TRULY GREAT COTTON"; one that is known for its big money-making features. In addition to the good features represented in the photographs on this page BAGLEY PEDIGREED SEED produce a strong, sturdy, compact stalk reported by growers that a bale of good Bagley Cotton can easily be picked in half the time required to pick a bale of smaller boll cottons. The Bagley Boll has a reasonably thin burr that opens nicely and picks clean. The Deep, Penetrating Root System makes BAGLEY COTTON a real Drought Resister and insures you of a good yield per acre where other varieties suffer. Because of this feature the Bagley Plant continues to put on long after ordinary varieties, with poor root systems, have become completely exhausted. BAGLEY COTTON has a maximum of long, short-jointed fruiting branches with a minimum of vegetative branches that decrease the amount of foliage on the stalk. The fact that BAGLEY COTTON has few vegetative branches (limbs that do not bear fruit) is partly responsible for the heavier yields it makes over other varieties. The Bagley Plant utilizes the most of the plant food derived from your soil in bearing fruit and no undue amount goes to produce useless vegetative growth setting fruit quickly during the growing season and Matures Early, thereby reducing somewhat the possibility of excess damage by insects, and, in addition means that you should have very little, if any, off-type stalks in your second year seed unless you receive a mixture from some other source.



Electric Air-Blast Culling Process

After BAGLEY PEDIGREED SEED have been properly cured they are put through the culling, cleaning, treating and sacking processes. All of our seed are run through modern, electrically-powered, air-blast Culling Machines (like the one pictured above) which remove inert matter, lint, undeveloped seed, oversized seed, LEAVING ONLY THE WELL-FILLED OUT, UNIFORM SIZED SEED WHICH WE SHIP OUR CUSTOMERS. These culled seed are then carefully treated with a dust disinfectant which aids germination and engenders faster, early growth. After treatment they are weighed and sacked in our new, 3-bushel, trademarked bags ready for shipment. We wish it were possible for every Cotton Grower to visit our Breeding Plant while we are preparing BAGLEY PEDIGREED COTTONSEED for sale, in order that every one might see for himself the thorough methods which we employ.

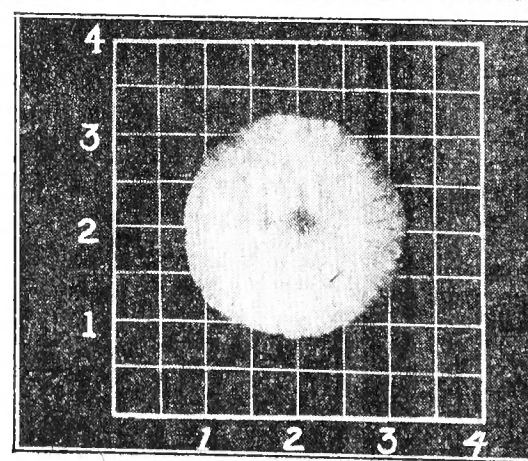
QUALITY ALWAYS

SUPPLY LIMITED

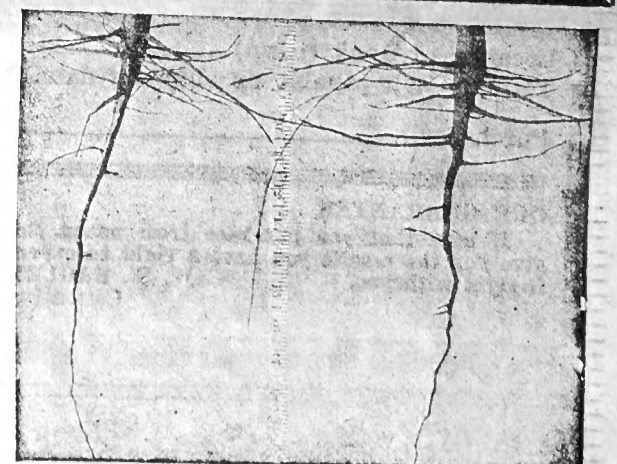
We breed, grow and sell only BAGLEY PEDIGREED COTTONSEED produced under our direct, personal supervision and our supply of seed is at all times strictly confined to the seed we grow on our very limited acreage. When all of these seed are sold, we have no more seed to offer for sale until another crop can be grown. From W. W. BAGLEY & SONS demand for BAGLEY PEDIGREED COTTONSEED always far exceeds the supply and we have had to return thousands of orders because they were received too late to be filled.

Present conditions indicate that the supply of seed for this year will be shorter than for some time. Numbers of Cotton Growers have already assured themselves of getting their supply of BAGLEY PEDIGREED COTTONSEED by booking their orders in advance and getting them in our files for shipment when they need them. Growers who place their orders now are absolutely protected on any price change which may occur. If the price should be lower on shipping date you will get the advantage of the lower price and if the price should be higher you will be protected on any such advance and your seed will be shipped at the booked price. We urge that you get your order booked without delay at our present LOW PRICE.

The seed do not have to be paid for until shipped. At our present LOW PRICE our BAGLEY PEDIGREED SEED are culled, treated, sacked in new, 3-bushel, trademarked bags and freight prepaid to your station in Texas. Order your seed requirements today, NOW. Find order blank on last page of this folder or place same with the BAGLEY AGENT in your section.



Long, Hard, Uniform, 1 to 1 1/16-Inch Staple



Deep, Penetrating Tap Roots Insure Good Yields Per Acre

Your Greatest INVESTMENT Mr. Cotton Farmer--



THE SEED YOU PLANT!

Are You Making It Your Safest Investment?

DON'T GAMBLE ON LOW-GRADE SEED . . .
PLANT THE BEST--
BAGLEY PEDIGREED
COTTONSEED

Mail Your Order Today!

W. W. BAGLEY & SONS
COTTON BREEDERS
Martindale, Texas

_____, 194____

Please enter my order for _____ bushels of New-
est Improved Bagley Pedigreed Cottonseed at _____
per bushel, with freight charges prepaid to my station
in Texas, according to your standard terms and con-
ditions.

Ship on or about _____ Order No. _____

Name _____

P. O. Address _____

R. F. D. No. _____ Box No. _____

Railway Station _____

Check or Money Order Inclosed \$ _____

Draw through _____ Bank

Location of Bank (town) _____

Terms: Cash payable on shipping date.

Purchaser _____

OUR GUARANTEE . . .
If seed that you purchase from us on this order do not
give you the results you have a right to expect, we will make
it right with you. **W. W. BAGLEY & SONS**
Cotton Breeders

**PLACE YOUR
ORDER WITH
OUR AGENT
IN YOUR
SECTION OR
USE THE
ORDER BLANK
AT LEFT**

TRULY A GREAT COTTON

Eight Big Reasons Why Bagley Seed Are "Tops"

First: Exclusive Ginning Facilities—Our Newest Improved Bagley Pedigreed Seed are ginned on exclusive gin batteries which insure against the danger of seed mixing.

Second: Bagley's Thorough Method of Breeding—Our method of breeding seed is in a class by itself as we employ the latest scientific and most effective methods known today. We develop our seed in family style and each family is double-tested annually. In this manner we are in position to know that our Bagley Pedigreed Seed are of the very highest quality before placing them with our customer growers.

Third: Bagley Pedigreed Seed are closer to the Breeding Block—Due to the fact that we run an extremely large Breeding Block acreage and sell seed from a relatively small Pedigreed acreage, we are able to offer you seed of unequalled quality and purity which are 3 to 4 years closer to the Breeding Block.

Fourth: BAGLEY PEDIGREED SEED are Bred, Grown, Ginned, Stored and otherwise handled according to our own carefully-developed, scientific methods and neither time nor expense is spared in breeding our cotton to the utmost perfection. This accounts for the extremely high Varietal Purity and Uniformity of BAGLEY PEDIGREED COTTON.

Fifth: All grown under strict supervision of W. W. BAGLEY & SONS—All the Pedigreed Seed we produce for distribution are grown under our own Personal Guidance and Supervision, which eliminates the danger of seed mixing and fraudulent misrepresentation.

Sixth: Our large warehouse and storeroom facilities provide ample space for the proper curing and storing of our Bagley Pedigreed Seed. This insures better germination qualities.

Seventh: Our cleaning and culling machinery is the best manufactured, therefore we ship Clean Seed of Uniform Size. Also, for the further protection and benefit of our customers, we treat our Pedigreed Seed with a dust disinfectant, which greatly increases the germination ability of the seed.

Eighth: BAGLEY PEDIGREED COTTON is a product of careful breeding and infinite pains, and as such it is a reliable performer. Each plant is a thoroughbred within itself and this is why we can guarantee our BAGLEY PEDIGREED SEED to give the utmost satisfaction.

BAGLEY Has Always Been An Outstanding Cotton, But This Year It Steps Ahead of Its Own Past Records In Quality

Consistent with BAGLEY'S fixed policy of delivering only the best of seed to their friends and customers everywhere this year's crop of seed will bear evidence to the fact that W. W. Bagley & Sons are keeping abreast of progress in the Breeding Field. In fact BAGLEY COTTON is, without doubt jumping ahead in quality judging from the large number of favorable reports from growers conducting comparative variety tests on their farms in many different sections of the State and in other States.

No one characteristic has been emphasized or sacrificed to the detriment or betterment of another. But rather, BAGLEY COTTON is fast becoming known as "The Perfectly Balanced Variety" with all good, desirable features incorporated in it that makes Cotton Growers MORE DOLLARS ON EVERY ACRE.

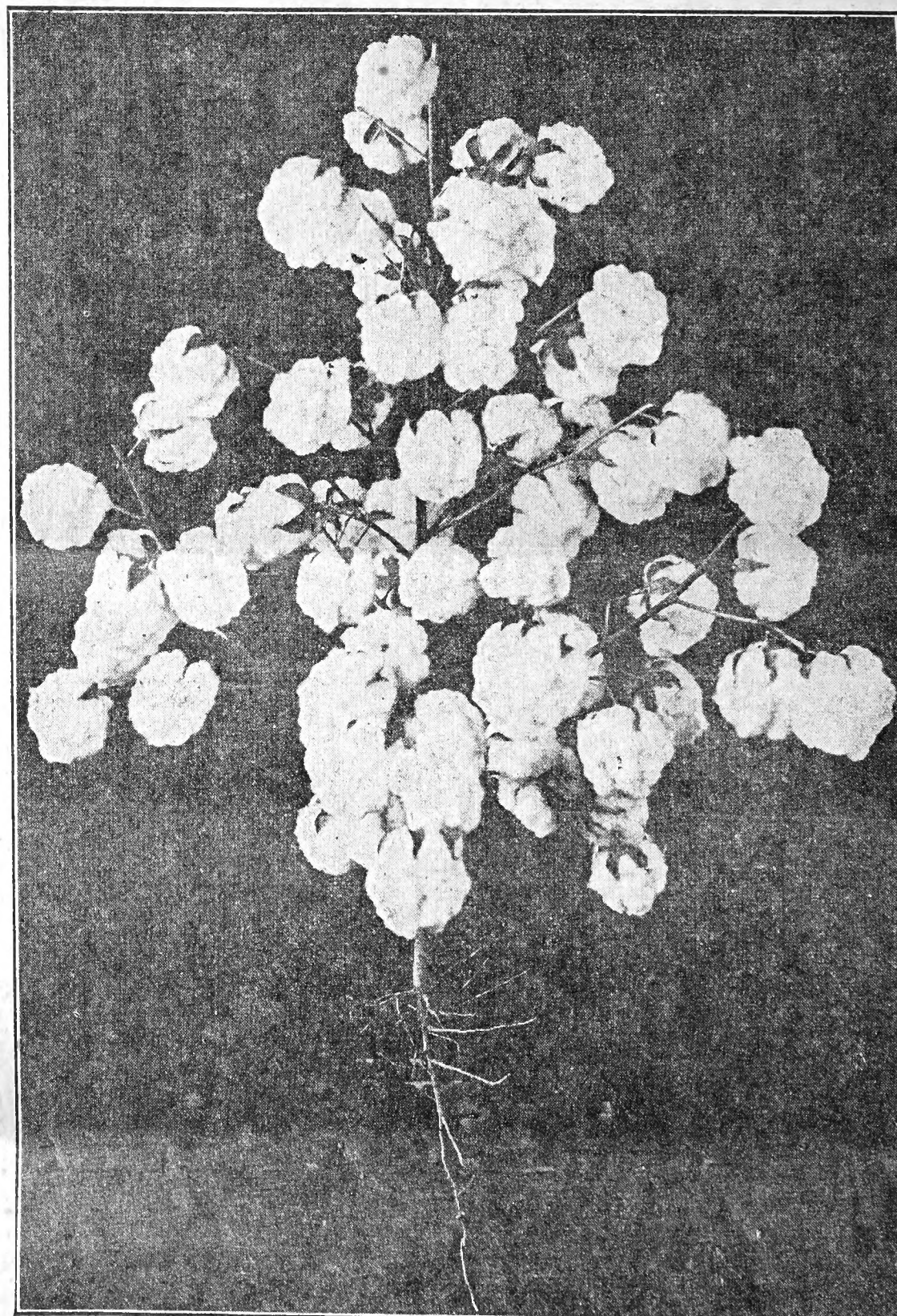
The present state of perfection has been brought about by years of careful breeding. A continuous routine of constant care and diligent effort has been necessary to bring our cotton to its present high standing.

We sell only seed grown under our direct supervision and control. This is the reason we can guarantee every bushel of BAGLEY PEDIGREED COTTONSEED to meet our standards of Quality and Purity 100 Per Cent.

Seldom do we have enough seed to fill the demand. Order your BAGLEY SEED now to be sure of a supply and grow a paying crop of cotton next year.

NO OTHER COTTON EXACTLY DUPLICATES THE FINE BALANCED FEATURES SO PERFECTLY BLENDED IN BAGLEY PEDIGREED COTTONSEED.

PERFECTLY BALANCED



TYPICAL STALK

**THIS TRADE-MARK
INSURES
QUALITY-PURITY**



**It Should Be
The South's Highest-Priced
Pedigreed Seed . . .
But It Isn't**

**Bagley Pedigreed Seed
Are Economical**

**Bagley's Extra Quality and
Purity Add to Your Income**

W. W. BAGLEY & SONS Cotton Breeders **Martindale, Texas**

Many Customers are Saving Money by placing a Standing Order with us now!

OUR STANDING ORDER PROPOSITION IS STILL OPEN TO YOU

You can save exactly 5% on your this season's order and you will also be entitled to a 5% discount on the seed we ship you each year by placing a Standing Order for BAGLEY PEDIGREED SEED NOW.

To get the benefit of this money-saving offer merely write the words "Standing Order" plainly across the top of the order blank you use and we will give your order extra value. An accurate record of this will be made and your seed will be shipped to you each season without you having to re-order. The seed will be shipped at our regular price which means you will save a 5% discount and you will be assured of the shipping date just that your seed will cost you.

You have the privilege, at any time, of canceling your order out in whole or part, provided you notify us at least 15 days before shipping date. You can also increase your order at any time if you see you need more seed.

All orders not marked and identified as "Standing Orders" will be filled and shipped at our standard price in effect at this time, with no discount.

SAVE MONEY - - Make Yours a Standing Order.

W. W. BAGLEY & SONS - COTTON BREEDERS - MARTINDALE, TEXAS

83 212412
PRESENT SPECIAL PRICES

ON

BAGLEY PEDIGREED COTTONSEED

For February, March or April Shipment

3 TO 27 BU.  **\$ 2.10** (Per Bushel)

30 TO 99 BU.  **\$ 1.95** (Per Bushel)

(Larger Lot Quotations Made on Request)

FREE SEED

ONE BUSHEL WILL BE GIVEN ABSOLUTELY FREE with the purchase of each 3 bu. For example, if you order 3 bu., we will ship you 4 bu. for the price of three. If you order 6 bu., we will ship you eight bu. for the price of six, etc. With each 3 bu. bought one bu. will be shipped FREE.

The above special prices are subject to change without notice. At these prices our seed are culled, treated, sacked in our new, Trade-Marked Bags and freight fully prepaid to purchaser's station.

OUR SUPPLY IS LIMITED

DON'T DELAY - - - ORDER NOW

W. W. BAGLEY & SONS - COTTON BREEDERS - MARTINDALE, TEXAS

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(SEE STANDING ORDER PROPOSITION ON REVERSE SIDE)